

# How well is your website performing?



Perhaps it's been awhile since you've updated your website. Do you know if your website is performing well? Is it attracting new patients? Is it easy to navigate? These are just some questions you should know about your practice website to ensure it is effective. Oftentimes your practice website is the first experience with you, so let's be sure you're making a good first impression.

We have set up this worksheet to make it easy for you to get a snapshot of key metrics for your practice website. There are a few things you can easily check to review the effectiveness of your website. Your responses in this worksheet will help you determine if your website is doing what you want it to do.

Read each section below and fill out this form to evaluate your website.



## 1. Online Reputation Score

Your online reputation scores affect the decisions of potential patients and can also affect your search ranking. You can check your scores by searching your name and your practice name in google. It's likely that at least one of the review sites will appear on the first page of your search. Alternatively, you can go directly to the review site and search your name there.

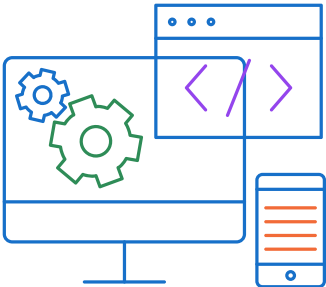
To increase your scores, consider [Reputation Marketing](#).

Write your scores below:

- Healthgrades \_\_\_\_\_ out of 5 stars
- Vitals \_\_\_\_\_ out of 5 stars
- RateMDs \_\_\_\_\_ out of 5 stars
- Google \_\_\_\_\_ out of 5 stars

While you're looking at these sites, be sure to check out some of the published reviews.

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## 2. Number of Site Visitors

Google Analytics provides information about your website including number of visitors and search rankings to help determine patient behavior on your site. Using your latest Google Analytics report, provide answers below:

If you don't have access to Google Analytics, click [here](#) for instructions.

Number of sessions this month: \_\_\_\_\_

Number of site visitors this month: \_\_\_\_\_

% Audience from Mobile/Tablet: \_\_\_\_\_

Top 3 Pages visited: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_



## 3. Number of Patient Appointment Requests from your Website

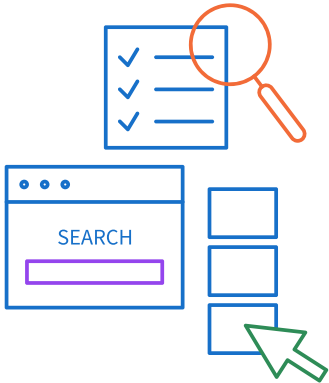
Do you ask your patients how they found your practice? How many patients make an appointment with you through your website?

Does your site have a way for patients to make or request appointments online? \_\_\_\_\_

How many new patients make or request an appointment through your website each month? \_\_\_\_\_

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## 4. Search Engine Optimization

Make sure your practice's business listing on Google is set up properly and you have unique content on your site. This will help your ranking in Google searches. Google your practice name now to find out where it ranks in search results.

Does your website show up on the first page? \_\_\_\_\_

Does it appear in the top 3 search results? \_\_\_\_\_

You can also search for keywords or a phrase like “hip replacement <your city>” to see if your site displays in the results. If you have relevant, unique content on your site, you will likely appear on the first page of results.

## Other things you can do.

- **Get some fresh eyes on your site!** Invite a few friends or relatives, perhaps your teenage or adult child to help you out. Ask them to check out your website and answer the following questions:
  - Does your site accurately represent you and your practice?
  - Is there content that explains your main procedures or specialties?
  - Is the content usable/readable from a mobile device?
  - How easy is it to book an appointment with your practice online?
- **Request a free audit of your practice website.** Having professional web developers review and evaluate the performance of your website can provide a wealth of knowledge. You can request your audit at <https://www.p3practicemarketing.com/consultation/>.